

sub B3  
changed  
2 promulgating said query from said step of generating a query from said receiver  
station to said data network through said data network connection; and

3 recording said step of promulgating said query in a data record at said storage  
4 device.

5 3. The method of claim 2 further comprising the steps of:  
6 transferring said data record from said step of recording said step of  
7 promulgating said query from said receiver station storage device to a data collection  
8 station on said data network through said data network connection.

9 4. The method of claim 2 wherein said data network connection is a  
10 telephone interface connection.

sub B3  
C2  
11 5. A method for tracking a receiver station's use of information in a data  
12 network at a data collection station, said receiver station having a data network  
13 connection, a processor, an input device, and a data storage device, said data network  
14 having a plurality of data information sources, said method comprising the steps of:  
15 providing information to a plurality of receiver stations from said plurality of  
16 data sources;  
17 performing a function on said information at said receiver station;  
18 recording an identification of said function performed at said step of performing  
19 a function at said receiver station on said receiver station data storage device; and  
20 transferring said record of identification of said function performed at said  
21 receiver station to a data collection station on said data network through said receiver  
22 station network connection.

Sub 1  
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2 6. ~~The method of claim 5 wherein said receiver station network connection is~~  
a telephone network connection.

3 7. ~~The method of claim 5 wherein said function in said step of performing a~~  
4 ~~function is a series of numerical functions performed on a computer.~~

Sub B2  
C3  
6 8. A method of delivering and gathering information on the use of a control  
7 signal in a communication network, said network comprising a transmitter station and  
8 receiver station, said transmitter station being capable of receiving queries and  
9 communicating program materials and data, said receiver station comprising an input  
10 device for inputting a command, an processor for receiving programming instructions  
11 and communicating information, and a computer for storing data and controlling  
presentations, said method comprising the steps of:

a 12 programming said computer to store a portfolio of data that designate a plurality  
13 of personal interest of a subscriber;

14 querying said transmitter station for data of programming of interest;

15 receiving some portion of a presentation control signal or some mass medium  
16 programming on the basis of a comparison with information stored in said computer;

17 presenting a unit of mass medium programming at a computer peripheral  
18 location on the basis of said data or programming of interest received from said  
19 transmitter station; and

20 communicating from said receiver station a datum of said unit of mass medium  
21 programming or said portion of a presentation control signal.